

CONTRACT

www.wxyz.com

WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
(248)827-7777

And:

New Media Firm
1322 G Street SE
Washington, DC 20003

<u>Contract / Revision</u> 305655 /		<u>Alt Order #</u>
<u>Product</u> MI Quality Homecare Initiative		
<u>Contract Dates</u> 10/02/12 - 10/08/12	<u>Estimate #</u> 1541 Week 5	
<u>Advertiser</u> MI Quality Homecare Initiative		<u>Original Date / Revision</u> 07/24/12 / 07/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXYZ	<u>Account Executive</u> Dave Lombardo	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 14019	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 2		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WXYZ	10/02/12	10/08/12	7 Action News This Morning	430a-5a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-1111--				4	\$150.00			
	Week:	10/08/12	10/14/12	1-----				1	\$150.00			
N 2	WXYZ	10/03/12	10/05/12	5am News M-F	5-6am M-F		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	--1-1--				2	\$400.00			
N 3	WXYZ	10/02/12	10/08/12	M-F 7-9am	7-9am M-F		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-1111--				4	\$900.00			
	Week:	10/08/12	10/14/12	1-----				1	\$900.00			
N 4	WXYZ	10/06/12	10/06/12	Action News SAT 6am	SAT 6-7am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S-				1	\$250.00			
N 5	WXYZ	10/06/12	10/06/12	GMA SAT 7-8am	SAT 7-8am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S-				1	\$350.00			
N 6	WXYZ	10/06/12	10/06/12	Action News SAT 8am	SAT 8-9am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S-				1	\$350.00			
N 7	WXYZ	10/07/12	10/07/12	GMA SUN 7-8am	SUN 7-8am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S				1	\$350.00			
N 8	WXYZ	10/07/12	10/07/12	Action News SUN 8am	Sun 8-930am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----S				1	\$350.00			
N 9	WXYZ	10/02/12	10/08/12	M-F 9a-10a	9-10am M-F		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-1111--				4	\$500.00			
	Week:	10/08/12	10/14/12	1-----				1	\$500.00			

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This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

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Contract / Revision 305655 /		Alt Order #
Contract Dates 10/02/12 - 10/08/12	Product MI Quality Homecare Initi	Estimate # 1541 Week 5
Advertiser MI Quality Homecare Initi		Original Date / Revision 07/24/12 / 07/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WXYZ	10/02/12	10/08/12	M-F 10a-11a	10-11am M-F		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- 1 - 1 - - -				2	\$400.00			
	Week:	10/08/12	10/14/12	1 - - - - -				1	\$400.00			
N 11	WXYZ	10/02/12	10/08/12	12n-1p	12-1pm M-F		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- 1 1 1 1 - -				4	\$500.00			
	Week:	10/08/12	10/14/12	1 - - - - -				1	\$500.00			
N 12	WXYZ	10/03/12	10/05/12	Dr. Oz	4-5pm M-F		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- - 1 - 1 - -				2	\$900.00			
N 13	WXYZ	10/02/12	10/08/12	5-6pm M-F	5-6pm M-F		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- 1 - 1 - - -				2	\$1,000.00			
	Week:	10/08/12	10/14/12	1 - - - - -				1	\$1,000.00			
N 14	WXYZ	10/03/12	10/05/12	6-630pm M-F	6-630pm M-F		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- - 1 - 1 - -				2	\$1,200.00			
N 15	WXYZ	10/02/12	10/08/12	M-F 7-730p	7-730pm M-F		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- 1 - 1 - - -				2	\$1,200.00			
	Week:	10/08/12	10/14/12	1 - - - - -				1	\$1,200.00			
N 16	WXYZ	10/06/12	10/06/12	Sat 7-8pm	7-8pm Sat		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- - - - - S -				1	\$1,000.00			
N 17	WXYZ	10/07/12	10/07/12	Su 6-630p	6-630pm Sun		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- - - - - S				1	\$750.00			
N 18	WXYZ	10/03/12	10/05/12	M-F 730-8pm	730-8pm M-F		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- - 1 - 1 - -				2	\$1,800.00			
N 19	WXYZ	10/02/12	10/08/12	11pm Action News Update	11-1135pm M-Sun		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- 1 - 1 - 1 -				3	\$2,000.00			
	Week:	10/08/12	10/14/12	1 - - - - -				1	\$2,000.00			
N 20	WXYZ	10/02/12	10/08/12	Nightline	1135pm-1205am M		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- 1 1 1 1 - -				4	\$750.00			
	Week:	10/08/12	10/14/12	1 - - - - -				1	\$750.00			
N 21	WXYZ	10/02/12	10/08/12	Jimmy Kimmel Live	1205am-105am M-		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- 1 1 1 1 - -				4	\$250.00			
	Week:	10/08/12	10/14/12	1 - - - - -				1	\$250.00			
N 22	WXYZ	10/02/12	10/08/12	M-F 106a-206a	106am-206am		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	- 1 1 1 1 - -				4	\$150.00			
	Week:	10/08/12	10/14/12	1 - - - - -				1	\$150.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 23	WXYZ	10/06/12	10/06/12	SA Greys	1130pm-1230am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$250.00			
N 24	WXYZ	10/07/12	10/07/12	SU 1130p-12a	1130pm-12am		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$550.00			
N 25	WXYZ	10/08/12	10/08/12	Castle	10-11pm Monday		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$5,000.00			
N 26	WXYZ	10/02/12	10/02/12	Happy Endings / Apt23	9-10pm Tuesday		:30			NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$9,000.00			
N 27	WXYZ	10/04/12	10/04/12	Scandal	10-11pm Thursday		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---T---				1	\$5,000.00			
N 28	WXYZ	10/05/12	10/05/12	20/20	10-11pm Friday		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				1	\$4,000.00			
N 29	WXYZ	10/06/12	10/06/12	ABC's Saturday Night Footba	SA 8pm-1130pm		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$3,000.00			
N 30	WXYZ	10/07/12	10/07/12	AFHV	7-8pm Sunday		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$3,000.00			
Totals											71	\$73,600.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	71	\$73,600.00	\$62,560.00
Totals	71	\$73,600.00	\$62,560.00

Signature: _____ **Date:** _____

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